



Representative Lisa Campbell  
District 35

Lisa Campbell was elected to the Georgia House Representatives in November 2022. She is the first woman to represent the Kennesaw and Acworth communities in District 35.

Prior to serving in the legislature, Lisa Campbell has 30 years of leadership experience as an organizational consultant, bringing teams together to develop strategic plans, building distinctive brands, launching new technologies and inspiring community collaboration and growth.

Lisa is the Founding Partner of BRANDfit Consulting, a firm specializing in strategic communications, marketing, technology, media, public relations, advocacy and long-range planning. During her career, Lisa has consulted with many global brands, including Delta Air Lines, Gaylord Entertainment/The Grand Ole Opry, General Motors, Cadillac, SAAB, The Coca-Cola Company, The Home Depot, Graco, Calphalon, Newell Rubbermaid and The United Way.

Additionally, Lisa was an equity investor and operating partner in the Atlanta-based technology firm, Creative Digital Group, and later became the first female managing director for the Atlanta office of LBi, a global technology agency. She has also held numerous leadership roles in marketing and technology for international firms including MRY/Publicis, BBDO, Carlson and DMB&B.

Lisa's community involvement includes serving as a board member for Hope Springs Housing and work for Hands On Atlanta, InCommunity, Atlanta History Center and Lullwater Conservation Garden. Other organizations Lisa supports include The Carter Center, ACLU, GPB, The United State of Women, The Atlanta Women's Foundation, GA Win List, Cobb Democrats, Georgia Conservancy, Fair Districts and Planned Parenthood.

Lisa was born in El Paso, Texas to parents Ron Campbell, who worked as a health care CEO and hospital administrator, and Gayle Campbell, who worked as a high school biology teacher before becoming one of Georgia's first female homebuilders. Lisa has two sisters and is proud to be a longtime Georgian. Lisa's maternal family has deep roots in Cobb County dating back to the 1940s. Lisa's immediate family moved to Marietta in 1978, and she attended Cobb County Public Schools graduating from Lassiter High School. Lisa earned her Bachelor of Arts degree from the University of Georgia in 1990 with a major in English.

Her career took her to Memphis, Nashville and Detroit before bringing her back to Georgia in 2000. Lisa currently resides in Kennesaw and enjoys co-hosting the "Politics and Poetry" podcast with her father and niece, reading, gardening, cooking, hiking, traveling and spending time with her family, including her beloved cocker spaniel, Lily.

Lisa is honored to serve her constituents in House District 35 and is excited to contribute her lived and professional experience to bring people together around our shared causes, including education, health care, environment and equal rights to advance responsible, proactive public policies that improve the lives of all Georgians.